

AMENDMENTS

Please amend the application as follows:

Amendments to the Claims begin on page 3.

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Amendments to the Claims:

Please substitute the following clean copy text for the pending claims of the same number.

Please cancel claims 1-32 without prejudice.

Claim 33 (new): A container for displaying an item comprising:

a first end cap comprising a protrusion shape located within a rim of the first end cap and a second end cap comprising a protrusion shape located within a rim of the second end cap, both the first and second end cap having a cross section;

a central portion press fit coupled to the first and the second end caps; and

a merchandising card comprising a first end secured with the protrusion shape of the first end cap and a second end secured with the protrusion shape of the second end cap and carrying graphics or indicia extending between and secured in position in the end caps wherein the merchandising card detachably secures an item between the first end and the second end.

Claim 34 (new): The container of claim 33, wherein the central portion comprises a transparent material.

Claim 35 (new): The container of claim 34, wherein the transparent material comprises a thermoplastic.

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Claim 36 (new): The container of claim 33, wherein the end cap rims and the central portion are coupled using an interference fit.

Claim 37 (new): The container of claim 36, further comprising protrusions on the end cap rims for engaging openings in the central portion.

Claim 38 (new): The container of claim 36, further comprising a protrusion on the central portion for engaging an opening in the end cap rims.

Claim 39 (new): The container of claim 36, wherein each end cap rim further comprises a groove for accepting the central portion.

Claim 40 (new): The container of claim 33, wherein the end cap rims and the central portion are frictionally engaged.

Claim 41 (new): The container of claim 33, wherein the end caps are molded.

Claim 42 (new): The container of claim 33, wherein the central portion comprises a cross section selected from the group consisting of an oval, a circle, an ellipse, a square, and a polygon.

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Claim 43 (new): The container of claim 33, wherein the merchandising card comprises a plurality of openings.

Claim 44 (new): The container of claim 33, wherein the end caps are capable of supporting the central portion in an upright position.

Claim 45 (new): A container for displaying an item, comprising:

a merchandising card displaying graphics or indicia and having a first end and a second end wherein the merchandising card detachably secures an item between the first end and second end;

a first end cap comprising a depression shape located within the walls of the first end cap to secure the first end of the merchandising card and a second end cap comprising a depression shape located within the walls of the second end cap to secure the second end of the merchandising card; and

a central portion press fit coupled to the walls of the first and the second end caps.

Claim 46 (new): The container of claim 45, wherein the central portion comprises a transparent material.

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Claim 47 (new): The container of claim 46, wherein the transparent material comprises a thermoplastic.

Claim 48 (new): The container of claim 45, wherein the walls of the end caps and the central portion are coupled using an interference fit.

Claim 49 (new): The container of claim 48, further comprising protrusions on the end cap walls for engaging openings in the central portion.

Claim 50 (new): The container of claim 48, further comprising a protrusion on the central portion for engaging an opening in the end cap walls.

Claim 51 (new): The container of claim 48, wherein each end cap wall further comprises a groove for accepting the central portion.

Claim 52 (new): The container of claim 45, wherein the end caps and the central portion are frictionally engaged.

Claim 53 (new): The container of claim 45, wherein the end caps are molded.

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Claim 54 (new): The container of claim 45, wherein the central portion comprises a cross section selected from the group consisting of an oval, a circle, an ellipse, a square, and a polygon.

Claim 55 (new): The container of claim 45, wherein the end caps are capable of supporting the central portion in an upright position.

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